

Fig. 1A

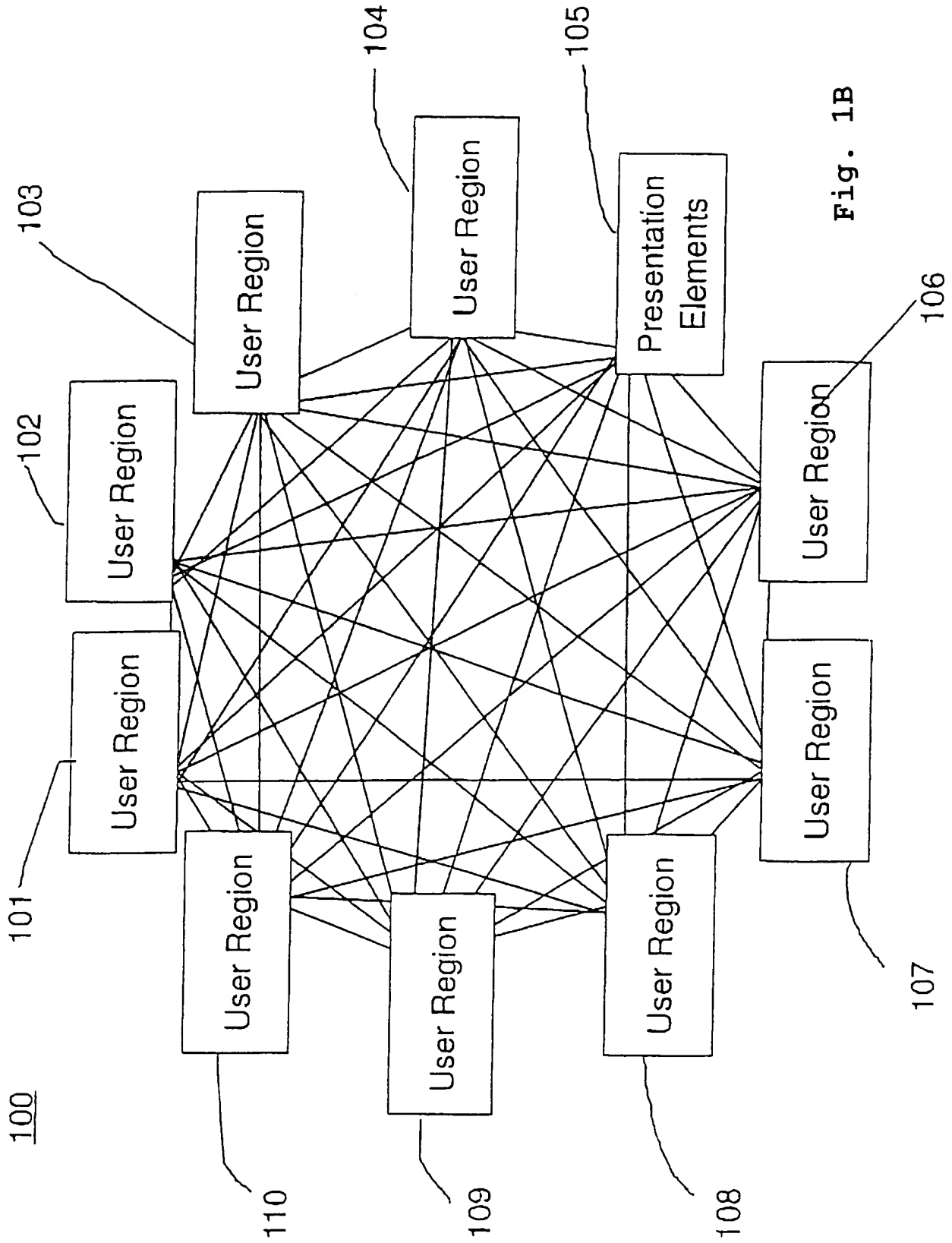


Fig. 1B

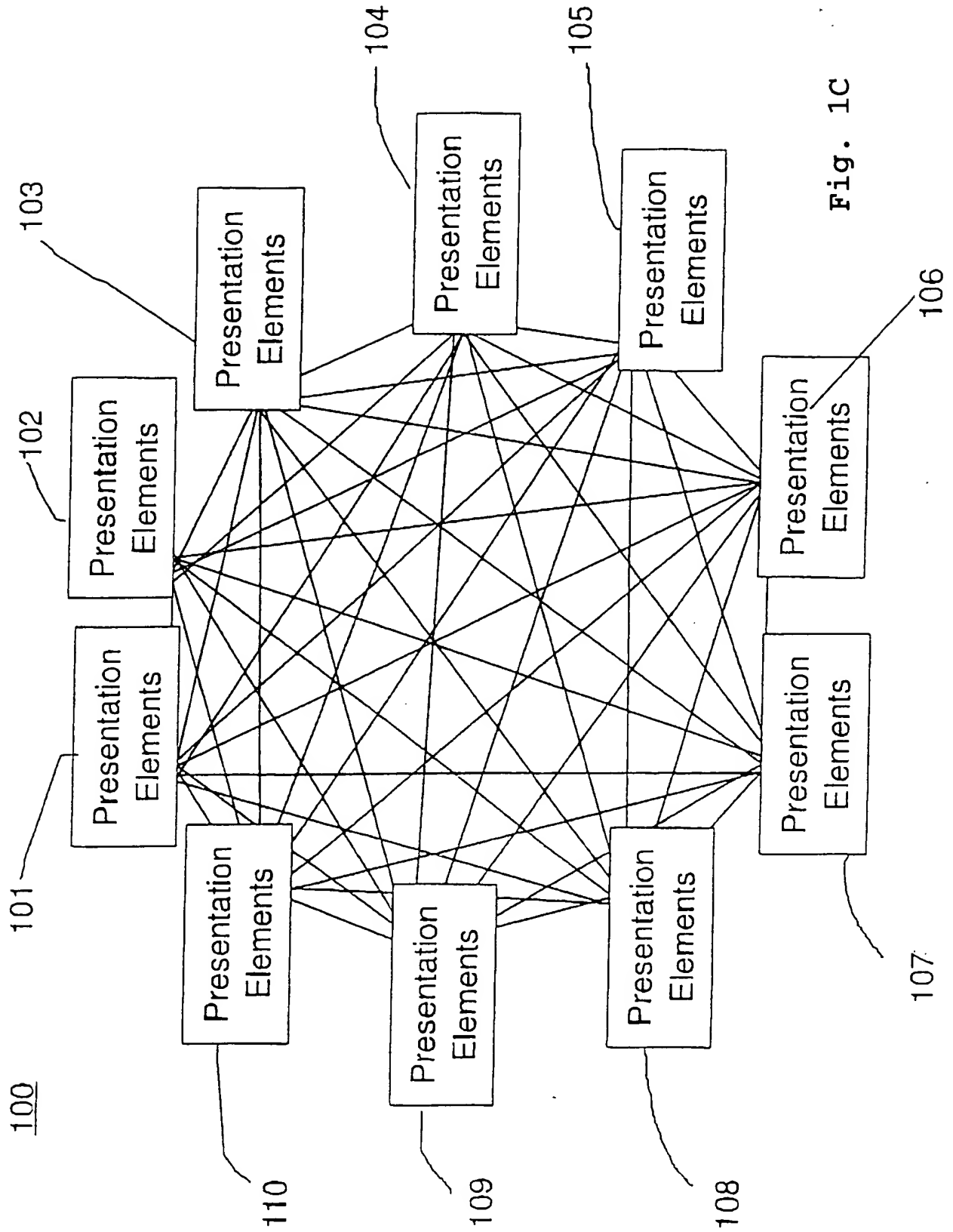


Fig. 1C

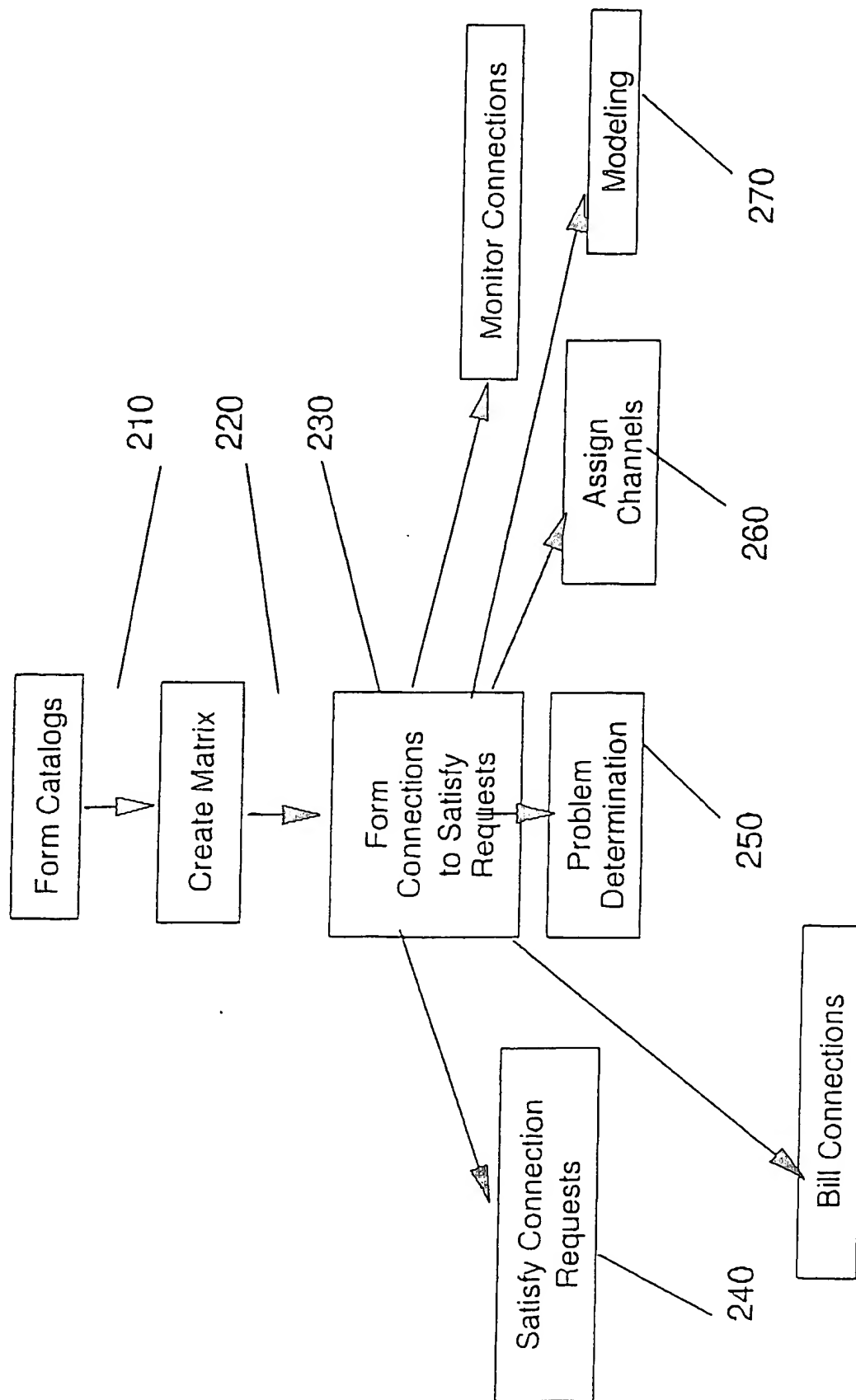


Fig. 2

300
"ABC" Catalog of Endpoints
324
"123" Catalog of Endpoints
320

	Endpoint 1	Endpoint 2	Endpoint 3	Endpoint 4	Endpoint 5	Endpoint 6	Endpoint 7
Endpoint A							
Endpoint B							
Endpoint C							
Endpoint D				Intersection of Element 4 with Element D			
Endpoint E							
Endpoint F							
Endpoint G							

310
"ABC" Catalog of Endpoints
314

Fig. 3

330

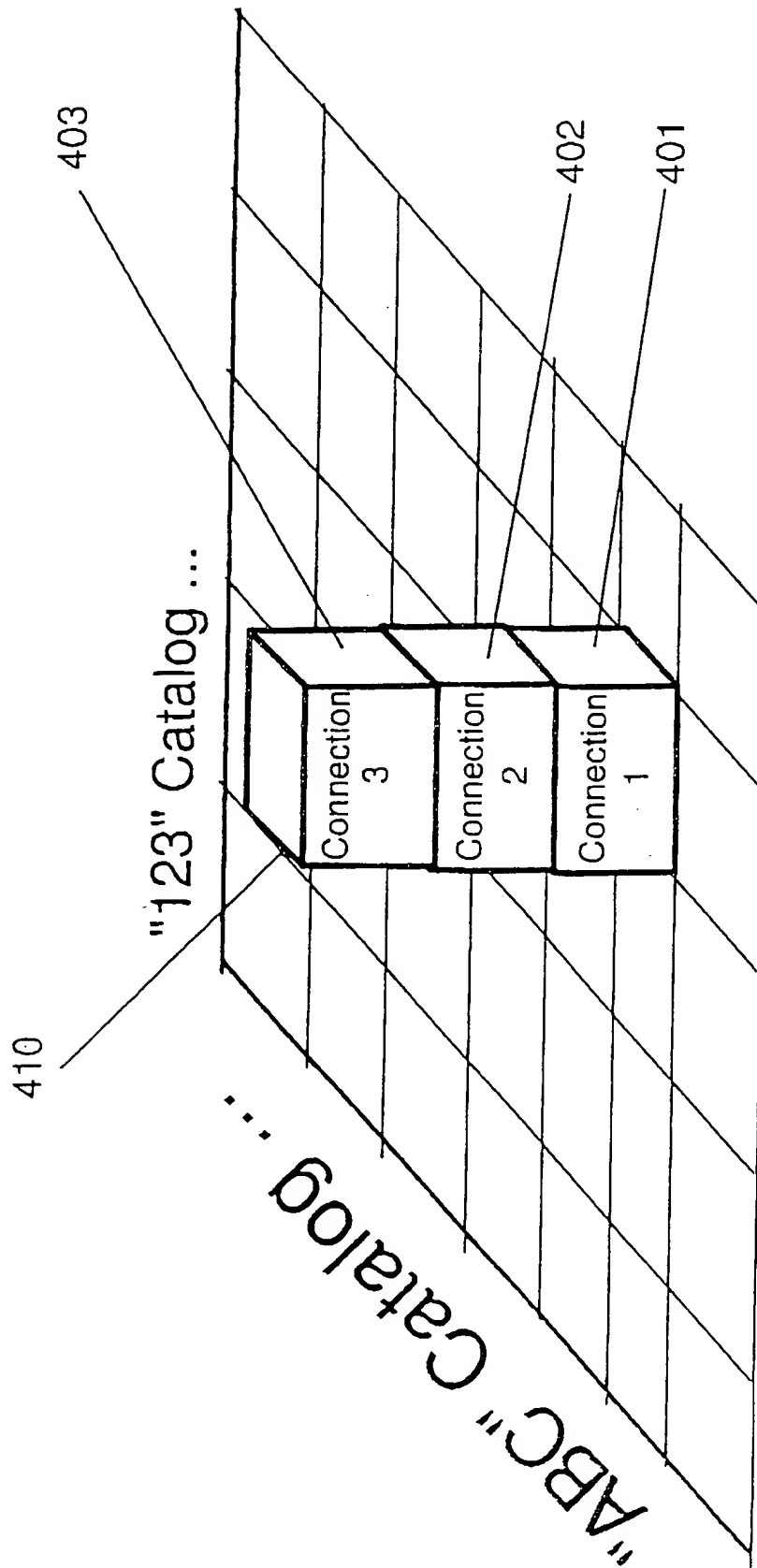
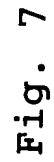


Fig. 4



Fig. 5





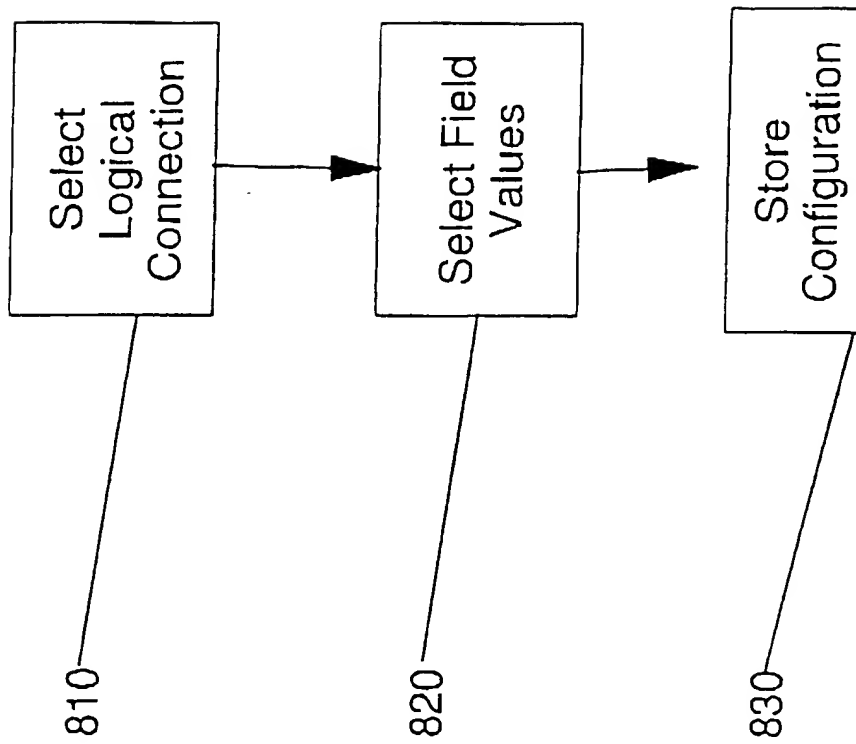


Fig. 8

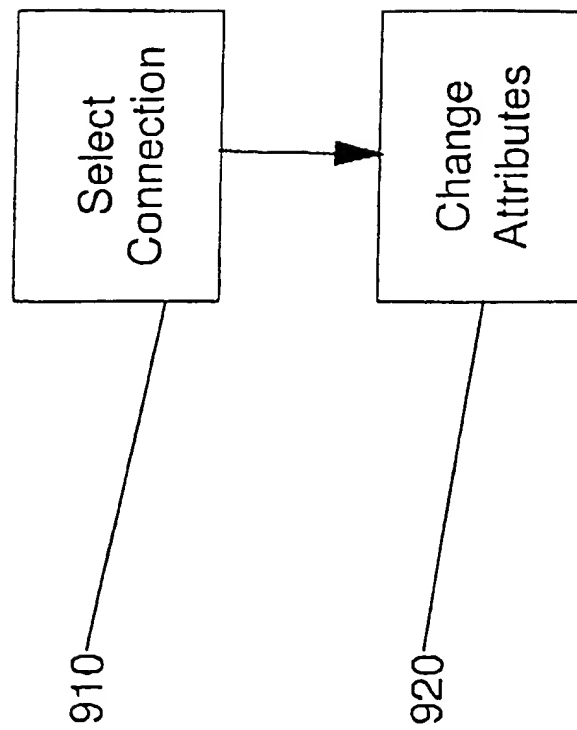
[illegible]

Fig. 9

"123" Catalog of Endpoints

300

1050

"ABC"

Catalog

109

of

End-points

Fig. 10

1040

1030

1010

1020/

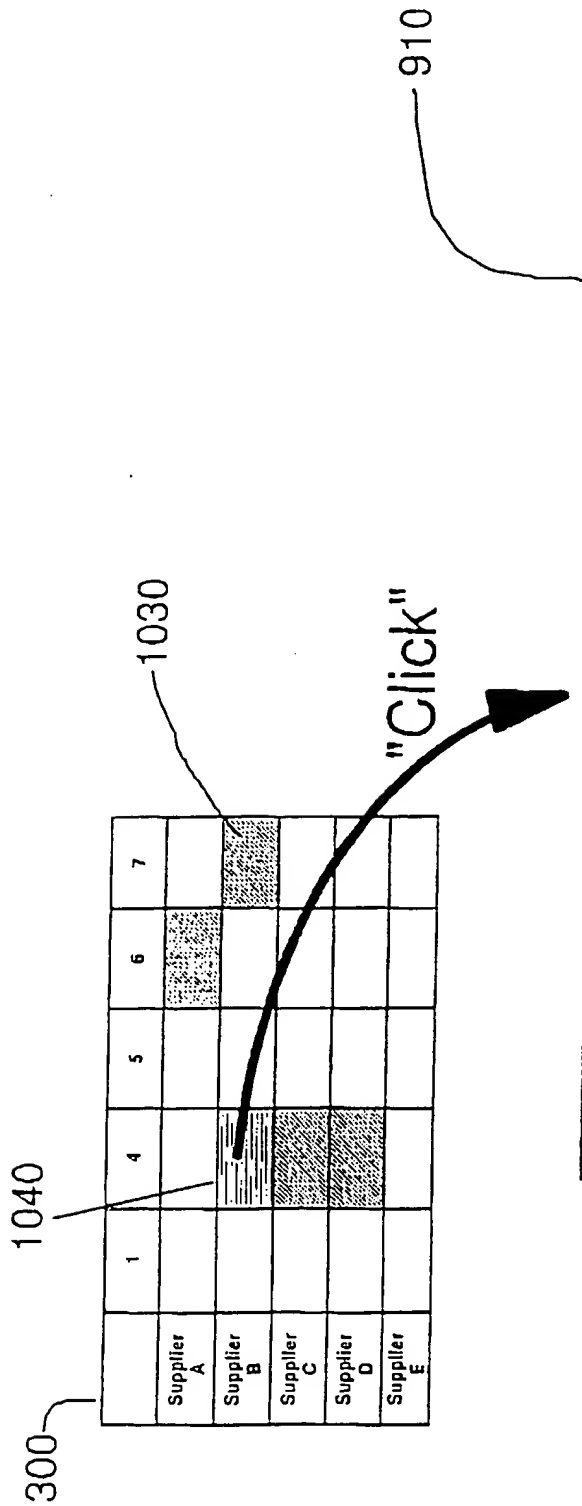
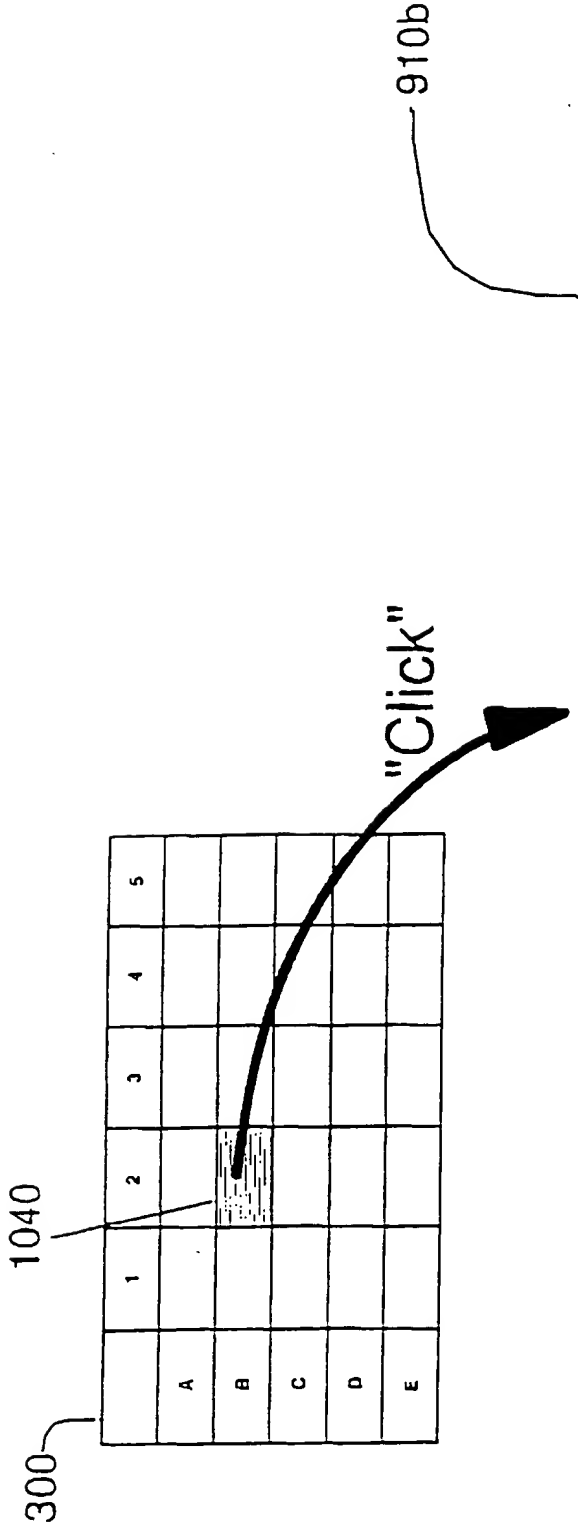


Fig. 11A



Connection B4 -- Viewing pattern: 48% Sports, 22% Comedy, 30% Other

- ▢ Increase amount of targeted sport commercials by 20%
- ▢ Decrease amount of targeted sports commercials by 20%.

Fig. 11B

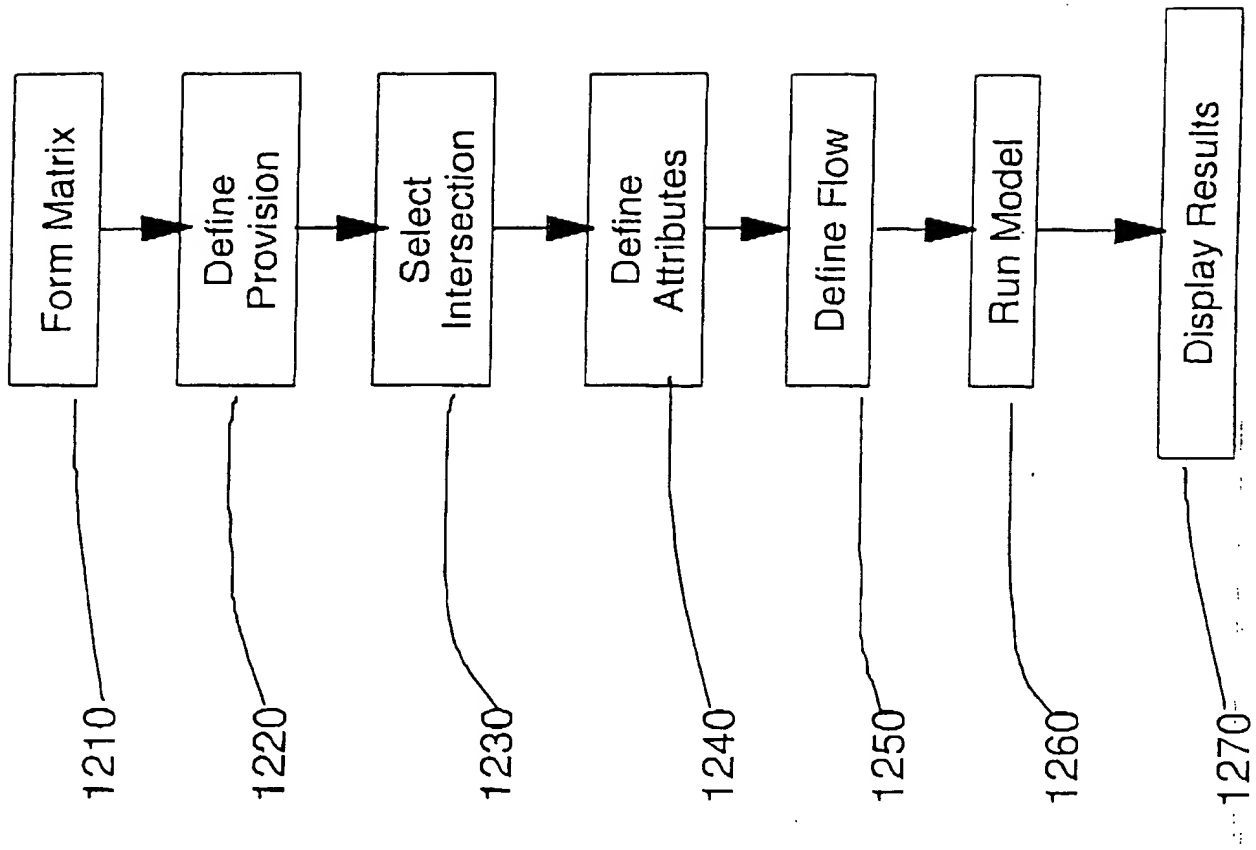


Fig. 12